

YouGov Survey Results

Sample Size: 1808 GB Adults
Fieldwork: 30th - 31st October 2014

	Westminster VI				2010 Vote			Gender		Age				Social Grade		Region						
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland		
Weighted Sample	1808	x	x	x	x	535	466	354	877	931	215	457	618	517	1031	777	231	588	387	445	157	
Unweighted Sample	1808	408	480	102	267	498	488	382	885	923	177	272	736	623	1210	598	234	525	399	435	215	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which political party do you think would handle the issue of taxation best?

Conservative Party	30	89	3	11	25	69	7	14	34	26	22	28	26	38	33	25	31	34	30	26	21
Labour Party	19	1	64	10	4	2	52	14	20	19	10	25	21	16	18	21	23	16	19	23	20
Liberal Democrats	6	2	4	53	1	2	4	19	7	5	5	8	7	5	9	3	7	7	5	6	7
UK Independence Party (UKIP)	7	1	0	1	42	8	4	8	8	7	6	4	7	11	6	10	2	9	10	8	2
Green Party	5	0	3	5	1	1	6	8	5	5	13	5	4	3	6	4	4	6	3	4	14
None of these	13	2	11	3	14	8	12	15	13	13	9	12	16	12	11	15	13	11	14	12	21
Don't know	19	5	14	17	14	10	15	22	13	25	35	17	18	15	17	22	19	18	19	21	15

[Excluding Don't knows and None of these]

Conservative Party	44	95	5	14	34	84	9	22	45	42	40	40	40	52	46	40	46	48	44	39	32
Labour Party	28	1	85	13	5	2	72	22	27	30	17	35	32	22	25	33	34	22	28	34	32
Liberal Democrats	9	3	5	66	2	3	5	30	10	9	9	11	11	6	13	5	11	10	8	9	12
UK Independence Party (UKIP)	11	1	1	1	58	10	5	13	10	12	10	6	10	16	8	16	3	12	15	12	3
Green Party	8	0	5	6	1	1	8	13	7	8	23	7	6	4	8	6	6	8	5	5	21

Which MORAL argument about tax do you think is stronger?

People have a right to keep money they earn	28	40	20	17	44	40	23	19	31	26	29	33	27	25	26	32	26	28	32	27	26
People have a duty to contribute money to public services	63	56	76	81	52	55	71	75	64	62	46	58	64	73	68	57	64	63	60	64	69
Don't know	9	4	5	3	5	6	5	6	5	12	25	9	9	2	6	12	11	9	8	9	5

If you had to choose, which of the following would you prefer?

A cut in the amount of tax you pay	31	27	39	56	10	23	34	43	36	25	37	45	29	16	39	20	35	31	27	26	44
A cut in the number of immigrants coming to Britain	57	69	48	29	89	73	52	45	53	62	36	44	60	76	51	66	49	58	62	63	41
Don't know	12	4	13	14	1	4	14	12	11	13	27	11	11	8	10	14	16	11	11	12	15